

Message Text

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SUBJ: REPORT ON VISIT OF US TRADE MISSION IN
HOSPITAL AND MEDICAL EQUIPMENT

1. SUMMARY: MISSION COMPLETED TWO FULL DAYS OF HOSPITAL VISITS AND BUSINESS AND SOCIAL CONTACTS WITH AGENTS, PROMINENT DOCTORS, HOSPITAL ADMINISTRATORS AND MINISTRY OF HEALTH OFFICIALS. PERSONAL BRIEFING BY MINISTER OF HEALTH PROVED VERY INFORMATIVE AND EACH MEMBER MADE BRIEF PRESENTATION TO HIM ON COMPANY PRODUCTS. MISSION DIRECTOR HELD TWO INTERVIEWS WHICH RECEIVED PRESS AND TV COVERAGE. HE ALSO PRESENTED TW MEDALS. MISSION MEMBERS, MISSION DIRECTOR AND EMBASSY ENTHUSIASTIC ABOUT IMPACT OF MISSION IN TUNISIA AND OPPORTUNITIES FOR SALES OF US EQUIPMENT THIS MARKET. END SUMMARY.

2. MORNING AND EARLY AFTERNOON MAY 23 DEDICATED TO VISITS TO 3 PRINCIPAL HOSPITALS. MISSION MEMBERS ABLE TO MAKE ASSESSMENT OF LOCAL EQUIPMENT INVENTORY AND NEEDS AS WELL AS MEET IMPORTANT DOCTORS, ADMINISTRATORS, ETC. IN AFTERNOON MEETING WITH MINISTER OF HEALTH MOHAMED MZALI, MISSION RECEIVED VALUABLE BRIEFING AND MORE IMPORTANTLY WERE GIVEN OPPORTUNITY TO MAKE INDIVIDUAL PRESENTATIONS TO MINISTER ON COMPANY PRODUCTS. MINISTER SHOWED PARTICULAR INTEREST IN CRYOSURGERY AND HOSPITAL

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TURNKEY PROJECTS. COCTAIL AT AMBASSADOR'S RESIDENCE

HOSTED BY CHARGE WASNEXCELLENT OPPORTUNITY TO RENEW CONTACTS MADE DURING DAY AND MAKE NEW CONTACTS FOR FOLLOW UP MEETING AT BUSINESS INFORMATION CENTER FOLLOWING DAY.

3. MAY 24 WAS DEDICATED TO BUSINESS INFORMATION CENTER AT HOTEL HILTON WHERE OVER 175 DOCTORS, AGENTS, AND CIVIL SERVANTS WERE INVITED TO ATTEND. REFRESHMENTS, 8,53PRETERS AND INDIVIDUAL TABLES FOR EACH COMPANY PROVIDED GOOD WORKING ATMOSPHERE. SOME MISSION MEMBERS ALSO PURSUED INDIVIDUAL APPOINTMENTS AT MINISTRY AND ELSEWHERE. EVENING COCKTAIL AT HILTON WELL ATTENDED BY INTERESTED VISITORS FROM EARLIEY IN DAY AND FIRST TIME LATECOMERS. ATTENDANCE AT BUSINESS INFORMATION CENTER ON MAY 24, WAS, ESPECIALLY DURING AFTERNOON SESSION, UNPRECEDENTED. EMBASSY ESTIMATES THAT OVER 100 PEOPLE VISITED CENTER. GOOD MIX OF DOCTORS, HOSPITAL ADMINISTRATORS, CIVIL SERVANTS VISITED CENTER; ALSO A SIGNIFICANT NUMBER OF AGENTS HELD LONG AND SERIOUS DISCUSSIONS WITH MISSION MEMBERS.

4. MINISTER OF HEALTH ARRANGED SPECIAL MEETING AT MINISTRY WITH SECRETARY GENERAL FOURATI FOR KOVATS OF IHF TO EXPLAIN COMPANY.S CAPABILITIES IN HOSPITAL TURNKEY PROJECTS. FRIGITRONICS FILMS ON CRYOSURGERY SHOWN AT SPECIAL SESSIONS AT USIS CULTURAL CENTER MAY 24 AND AT CHARLES NICOLLE HOSPITAL ON MAY 25. FILMS ALSO SHOWN DURING DAT AT BUSINESS INFORMATION CENTER.

5. ALL MISSION MEMBERS MADE CONTACTS WITH SEVERAL POTENTIAL AGENOS OR ALREADY HAVE GOOD AGENT WORKING IN TUNISIA. IHF HAS LEADS ON ONE PUBLIC GENERAL HOSPITAL AND SEVERAL MATERNITY HOSPITALS. FRITITRONICS HAS FIRM COMMITMENT TO BUY AT LEAST ONE UNIT AND HAS FIRM ORDER FOR SURGICAL INSTRUMENTS. ALL MISSION MEMBERS CONVINCED OPPORTUNITIES TO SELL IN THIS MARKET ARE VERY GOOD.

6. SEVEN TRADE MISSION MEMBERS HAVE APPROVED OR WILL BE APPOINTING EIGHT TUNISIAN AGENTS/DISTRIBUTORS WITHIN NEXT THIRTY/SIXTY DAYS. TWO MISSION MEMBERS HAVE TUNISIAN AGENTS AND RENEWED FAVORABLE SALES RELATIONSHIPS WHILE IN TUNIS. MISSION UNCLASSIFIED

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MEMBERS ESTIMATE SALES EXPECTED DURING NEXT 12 MONTHS TO TOTAL \$200,000-\$230,000. BUSINESS INFORMATION CENTER SALES MAY 24 TOTALED \$10,000.

7. EMBASSY AND MISSION DIRECTOR FRY DISCUSSED POSSIBILITY OF INVITING TUNISIA HOSPITAL/MEDICAL MISSION TO VISIT U.S. INITIAL IMPRESSION IS THAT IT WOULD BE USEFUL AND PRODUCTIVE. IF USDOC AGREES ON DESIRABILITY OF SUCH A MISSION, EMBASSY

WILL APPROACH GOT TO OBTAIN FIRM COMMITMENT AND DETAILS ON TIMING AND OTHER ARRANGEMENTS.

8. MISSION DIRECTOR PRESENTED "FREEDOM AND COMMERCE" MEDALS TO MINISTER OF HEALTH MOHAMED MZALI AND TO MINISTRY OF FOREIGN AFFAIRS DIRECTOR OF INTERNATIONAL COOPERATION, HAMED AMMAR. BOTH GREATLY APPRECIATIVE OF THIS "WARM GESTURE." EXCELLENT PRESS (FRENCH AND ARABIC) AND TV COVERAGE SHOULD HAVE LASTING GOOD IMPRESSION ON GENERAL PUBLIC.

9. EMBASSY COMMENDS AND THANKS MISSION MEMBERS FOR HIGH QUALITY PROFESSIONAL AND BUSINESS CONDUCT AND EXCELLENT WORK AND LEADERSHIP OF MISSION DIRECTOR FRY.

10. MOST MISSION MEMBERS DEPARTED FOR ONWARD DESTINATIONS ON MAY 25, REMAINING MEMBERS DEPARTED MAY 26.
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